or preferences corresponding to the MAG number or OCR number; it only keeps an account value and preferences corresponding to the player ID number, correlated with the OCR number by a table.

[0042] Player preferences may include preferences for drinks, cigarettes, snacks and the like. In addition, memory 121 may store a preference authorizing the player to be located by having central authority 120 correlate his player ID number with the gaming location at which his club card 152 was read.

[0043] When central authority 120 locates a player, it sends data to station 132 via network 126 that results in an electronic or printed display. For example, a printed display may result in a map 136 printed by a printer 138 attached to the station. Alternatively, the map may be displayed on display 134. The map provides a floor plan of the casino or other facility in which system 100 is located, the location of the service station and the location at which card 152 was entered in a card reader, such as gaming location 102.

[0044] Club cards are generated by having a player fill out a form and by submitting the form to a clerk at a station that is equipped with a card creator (not shown). Typically, a card creator is located at only one or two work stations, such as service station 132, within a gambling facility. The clerk keys information into the station, and the information is transmitted to central authority 120, which then generates an OCR number, corresponding MAG no. and player ID number for the creation of a new club card. The OCR number and player ID number are stored in the data base in memory 121 in the manner previously described. The central authority then causes the card creator to create a new club card with the stored player ID number and MAG number. Thus, the OCR number is not stored in memory 121 by having the new club card read by a card reader. Once the MAG, OCR and player ID numbers are created, they cannot be changed by a person operating outside system 100.

[0045] Central authority 120 includes a central processing unit (CPU) 122 that operates through a network interface 124 and a network 126 to enable communication of

the preferences with gaming locations 102, 104 and 106. Network 126 may be a conventional local area network, which allows messages to be sent directly between any of gaming locations 102, 104 and 106, service station 132 and central authority 120. Memory 121 also may store data for various displays shown in Figures 2-19. Alternatively, the data for the displays may be stored locally in the memories for each of the gaming locations, such as memory 146.

[0046] Service stations, such as station 132, connect to central authority 120 and gaming locations 102, 104 and 106 over network 126. Service station 132 includes an interface like interface 112, a touch screen display 134 like display 118 and a keypad 114B like keypad 114, as well as a communication unit 135 like unit 119. Service stations typically are located near a source of drinks and snacks that may be ordered by players or users of system 100. Several stations, like station 132, typically are scattered throughout a large gaming facility.

[0047] Figure 2 illustrates message display 118 in relationship to game display 110. Display 118 illustrates an exemplary menu of options 160 for a player or user of